



El Camino Real Specific Plan

Workshop #1, February 28, 2018

agenda

5:30-5:40PM Welcome/Sign-in

5:40-6:00PM Presentation

1. Project overview
2. Existing conditions along El Camino Real

6:00-7:30PM Open House: Activity Stations

Project Overview



What is the project?

- **A Specific Plan** for El Camino Real in Santa Clara
 - Refine and implement the 2035 General Plan vision for the area
 - Create goals, policies, and design standards
 - Identify specific improvements and actions to achieve the vision
 - Address required specific plan topics such as land use, transportation, and infrastructure
- **An Environmental Impact Report (EIR)** to assess potential environmental impacts

Project Background




- El Camino Real is designated a **Priority Development Area**.
- **Plan Bay Area** establishes PDAs as regional priorities for walkable, transit-served development
- Partnership between Bay Area Metro (formerly ABAG and MTC) and City of Santa Clara
- 170 PDAs around the Bay Area

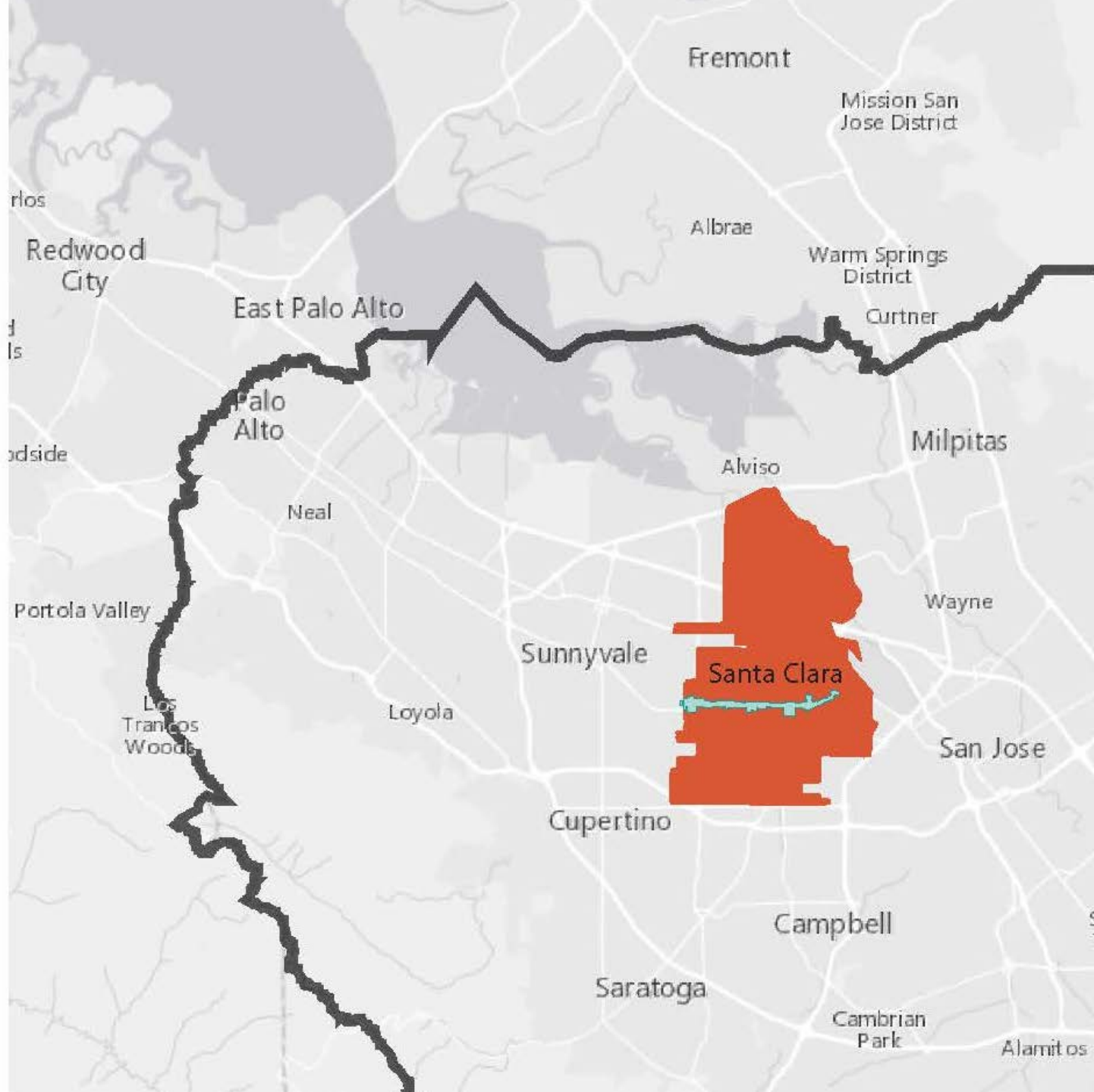


Project Background

- Bay Area Metro (formerly ABAG/MTC) awarded grant for the Specific Plan
- Council approved contract with Raimi + Associates (May 2017)
- Informal outreach/pop up workshops (Fall-Winter 2017)
 - Art and Wine Festival
 - Santa Clara Train Station
 - Santa Clara Farmers Market
 - Santa Clara University
- Peak Democracy online survey (Dec 2017-Feb 2018)
- Formal outreach (Feb 2017 – onward)

Plan Context

-  Santa Clara County Boundary
-  Santa Clara City Boundary
-  ECR Specific Plan Boundary



Plan Area

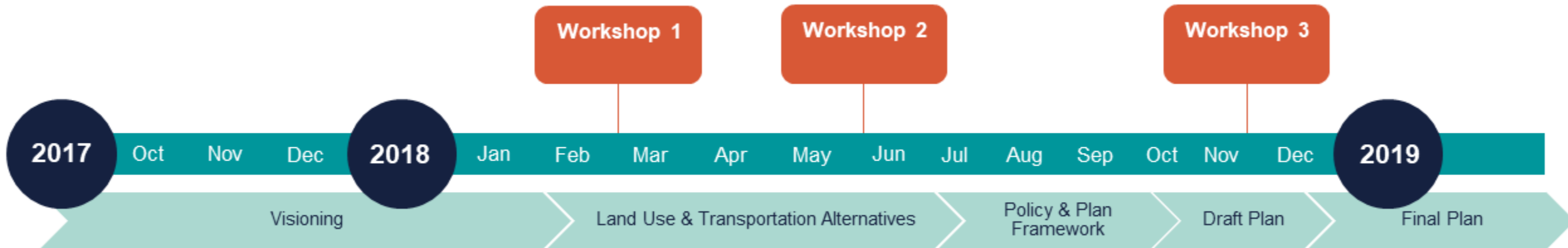
- 3.2 mile corridor from the western city limits to Lafayette St



Legend

	City Boundary		Plan Parcels		Landmarks
	Parcels		Creeks		
	Plan Boundary		Parks		

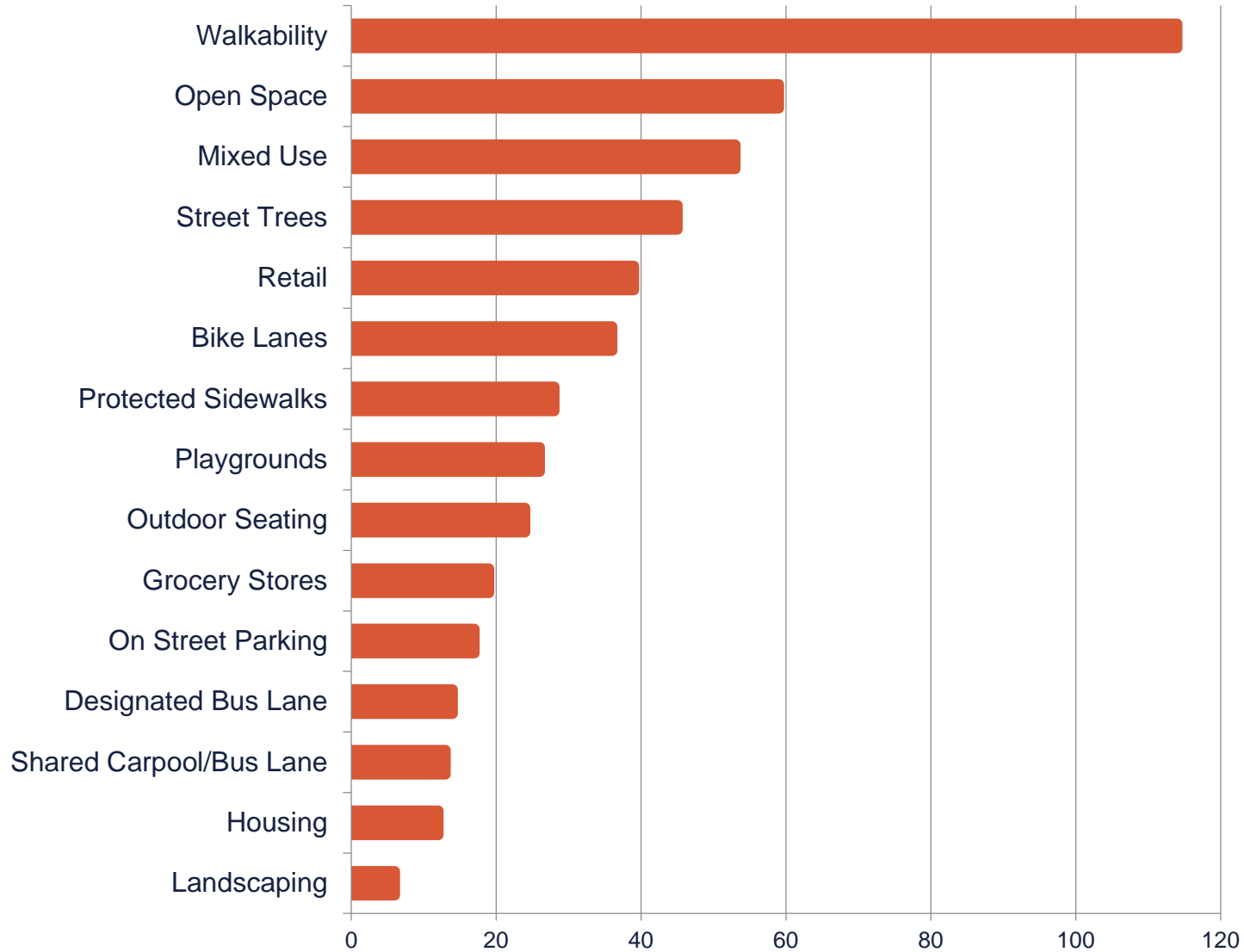
Project Timeline



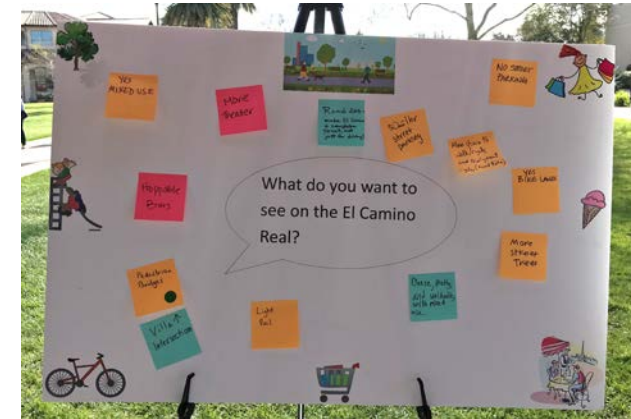
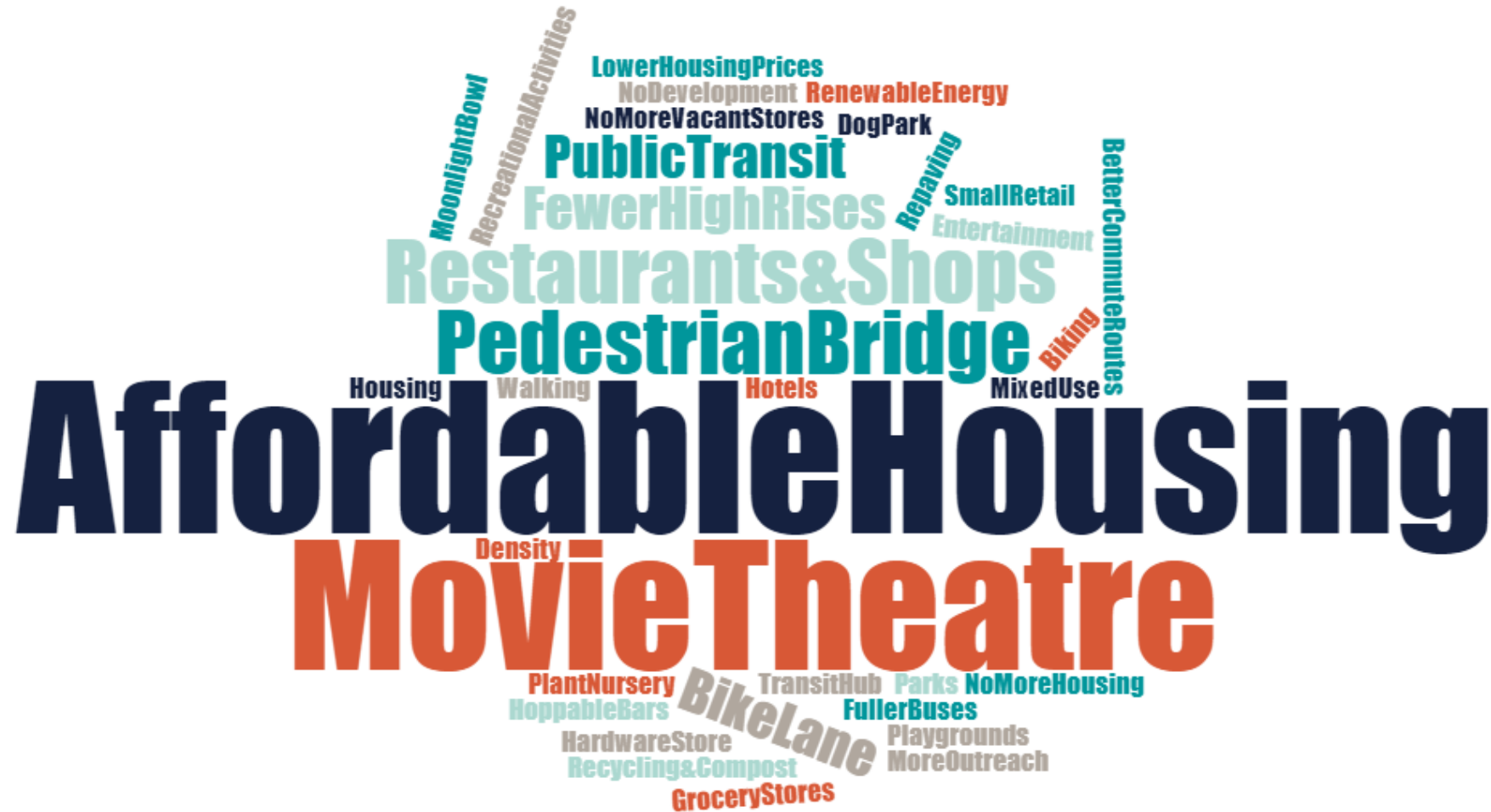
Outreach Results to Date



Pop Up Event Results

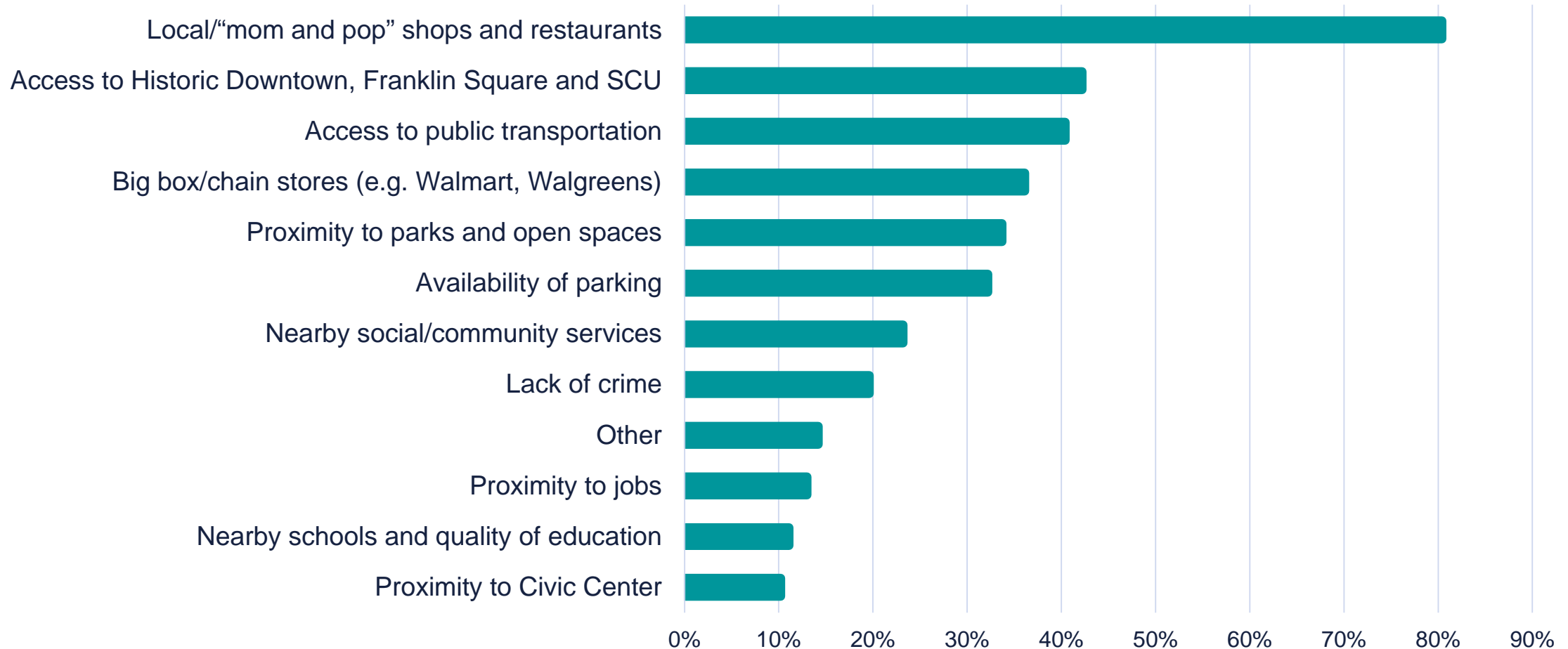


Pop Up Event Results



Online Survey Results

What do you like best about ECR?

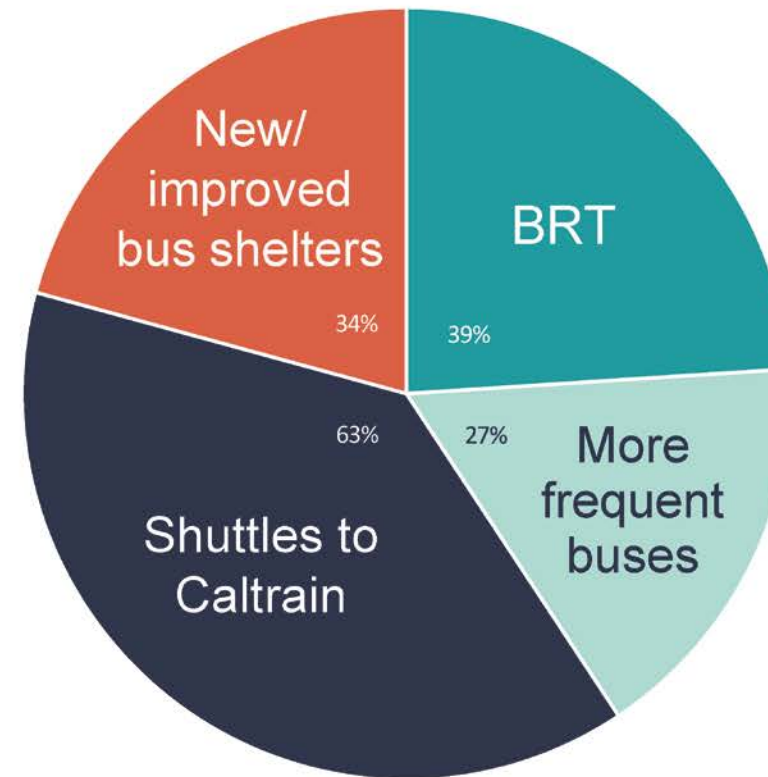


Online Survey Results

Top rated issues along ECR

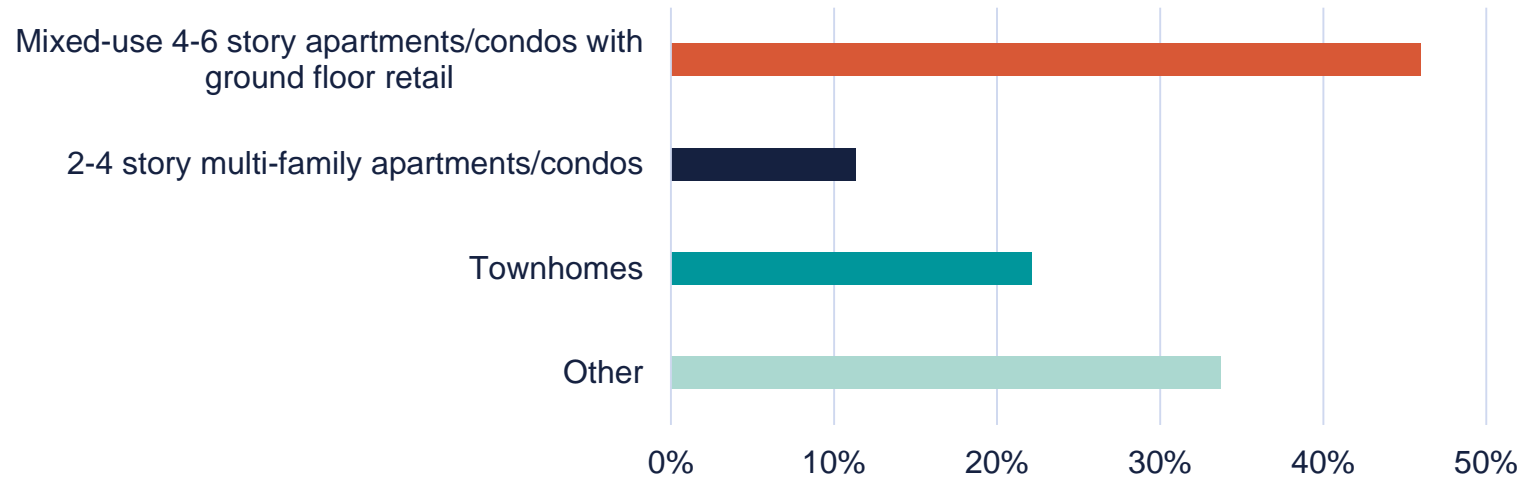


Top transit improvements

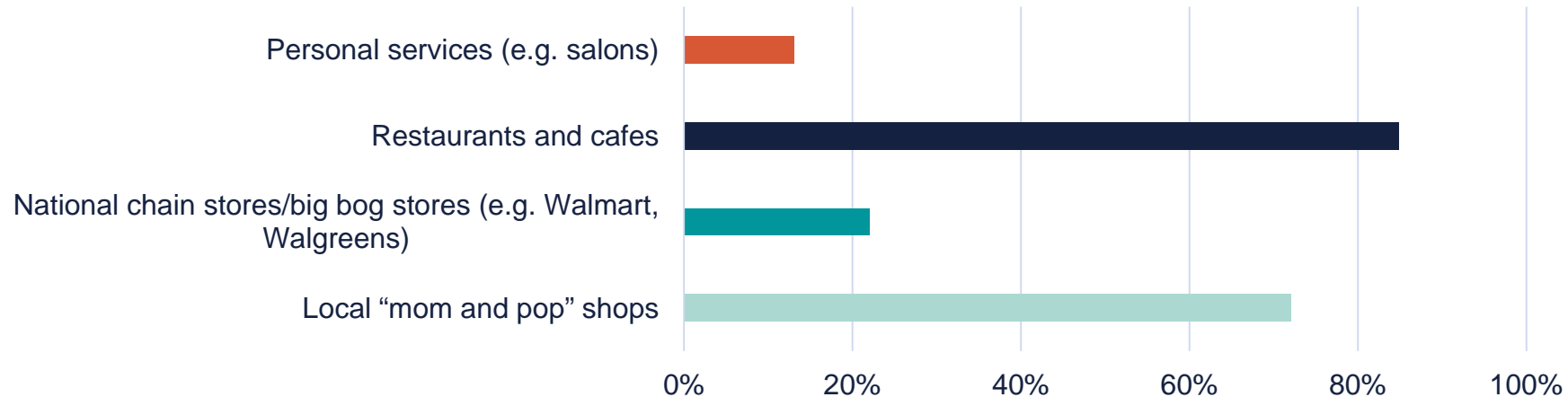


Online Survey Results

What type of housing is most appropriate along ECR?



What types of retail do you envision along ECR?



Existing Conditions

Demographics

- 250 acres in Plan Area
- Education levels and median household income are lower for residents surrounding ECR than the City overall

TOTAL AREA



250 Acres in ECR Plan Area

TOTAL POPULATION



27,163 people along ECR Corridor

MEDIAN HOUSEHOLD INCOME

ECR Corridor

\$85,808

Santa Clara

\$93,840

EDUCATION

NOT HIGH SCHOOL GRAD



10.1%
ECR Corridor



8%
Santa Clara

COLLEGE DEGREE



49.2%
ECR Corridor



54.2%
Santa Clara

Demographics

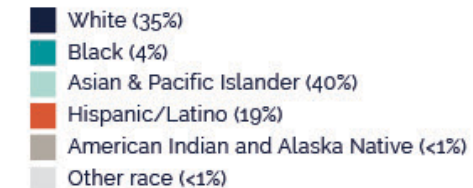
- Higher proportion of youth and seniors along the corridor than the City
- Higher percentage of Latino residents along ECR than the City overall

RACE / ETHNICITY

ECR Corridor



City of Santa Clara



AGE OF POPULATION



ECR Corridor

Santa Clara



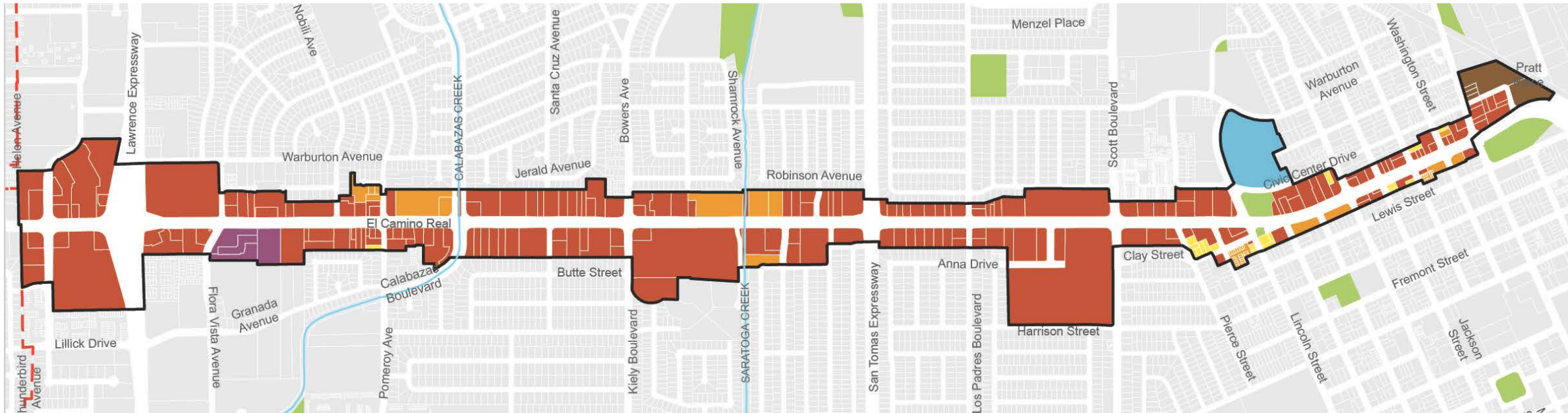
ECR Corridor

Santa Clara

Land Use – Existing Conditions

- The majority of the Plan Area is currently commercial uses, with a few multi-family developments.

Current Land Use



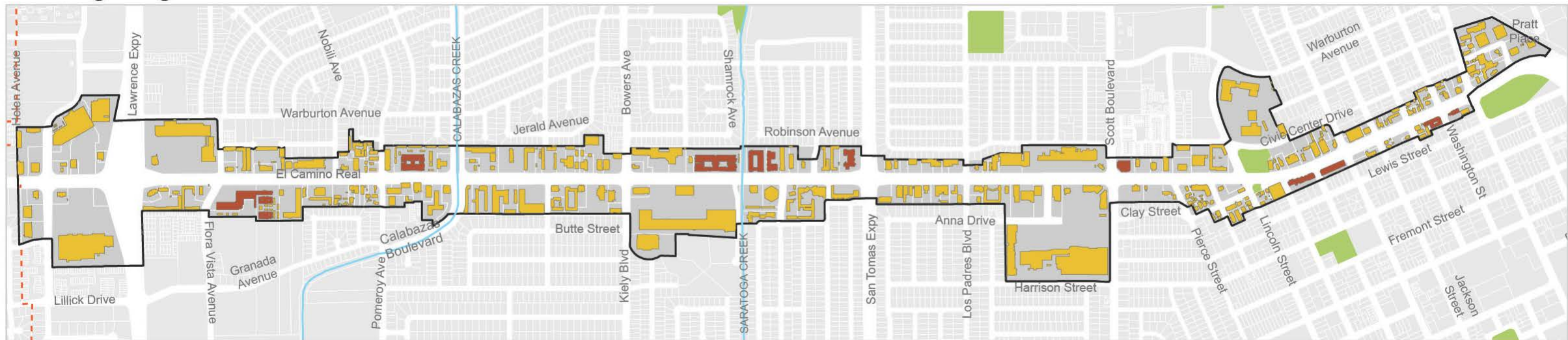
Legend

	City Boundary		Plan Parcels		Single Family Residential		Commercial
	Parcels		Creeks		Multi Family Residential		Industrial
	Plan Boundary		Parks		Mixed Use		Institutional

Land Use – Existing Conditions

- Most buildings along El Camino are 1-2 stories high, with some newer 3-4 story mixed use and residential developments.

Building Heights



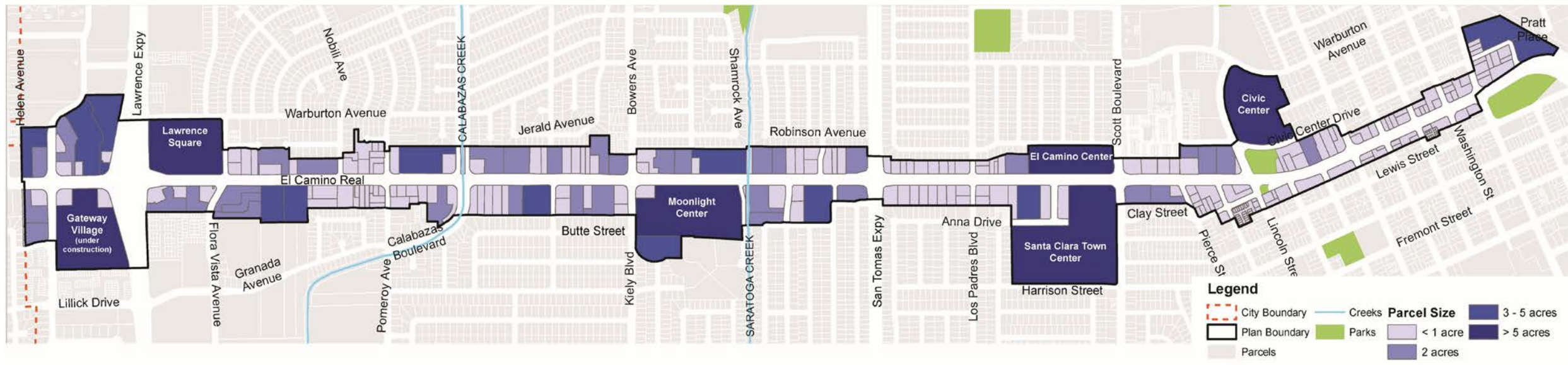
Legend



Land Use – Existing Conditions

- Most parcels are 1-2 acres.
- 6 parcels are over 5 acres (labeled). These larger parcels offer opportunities for change or infill development.

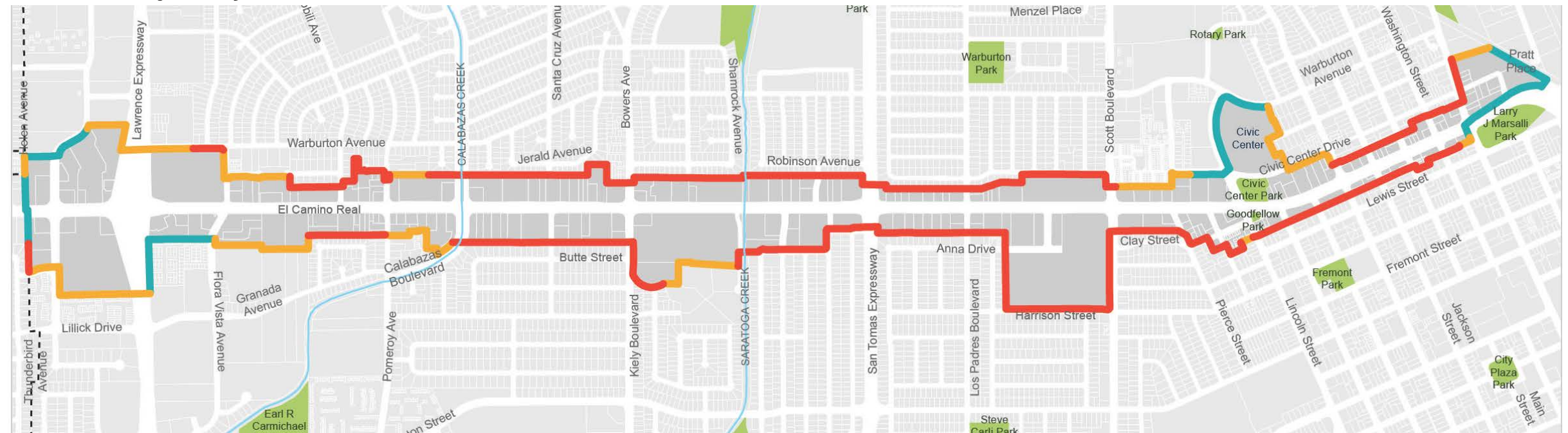
Parcel Size



Land Use – Adjacencies

- A large portion of the plan area is adjacent to single-family residential neighborhoods.

Plan Area Adjacency to Residential Parcels



Adjacent Allowed Uses

- Plan Boundary Adjacent to Low Density Residential Zoned Parcels
- Plan Boundary Adjacent to Medium Density Residential Zoned Parcels
- Plan Boundary Adjacent to Non-Residential Zoned Parcels

Land Use – Existing Conditions

- 2 community facilities and 17 schools surrounding ECR, including Santa Clara University and Santa Clara Senior Center
- 89 acres of parks/recreational facilities within ½ mile of the corridor

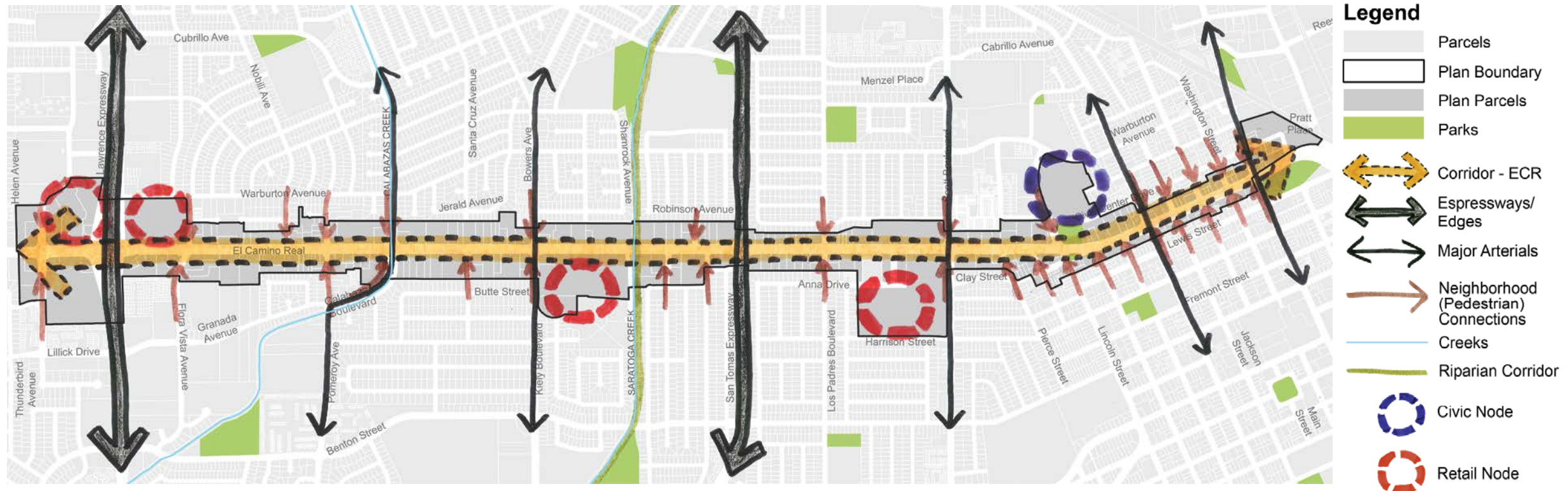
Community Facilities



Urban Form – Existing Conditions

- 2 key edges/barriers – Lawrence & San Tomas Expys
- 2 natural edges – Saratoga & Calabazas creeks
- 4 retail activity nodes, 1 civic activity node

Urban Framework



Streetscape – Existing Conditions

- Narrow roadway medians with small trees and shrubs at regular intervals
- Majority of sidewalks lack street trees

Tree Cover

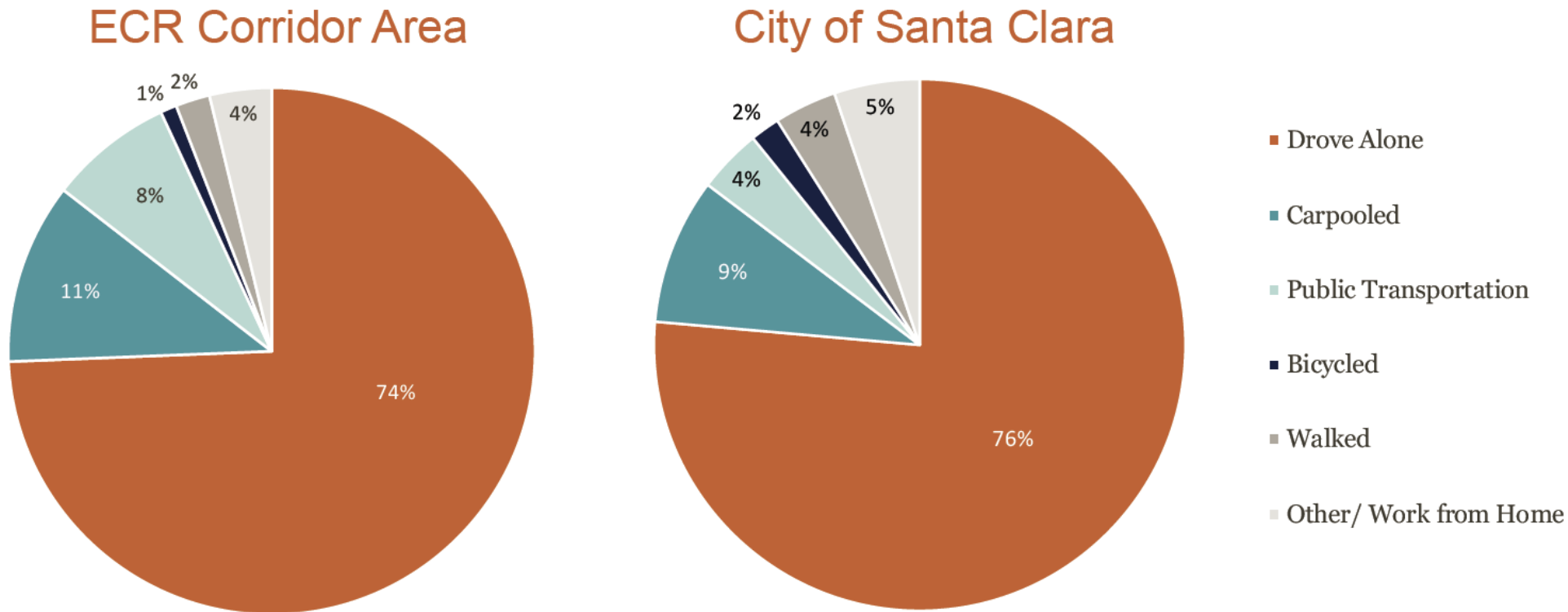


Legend



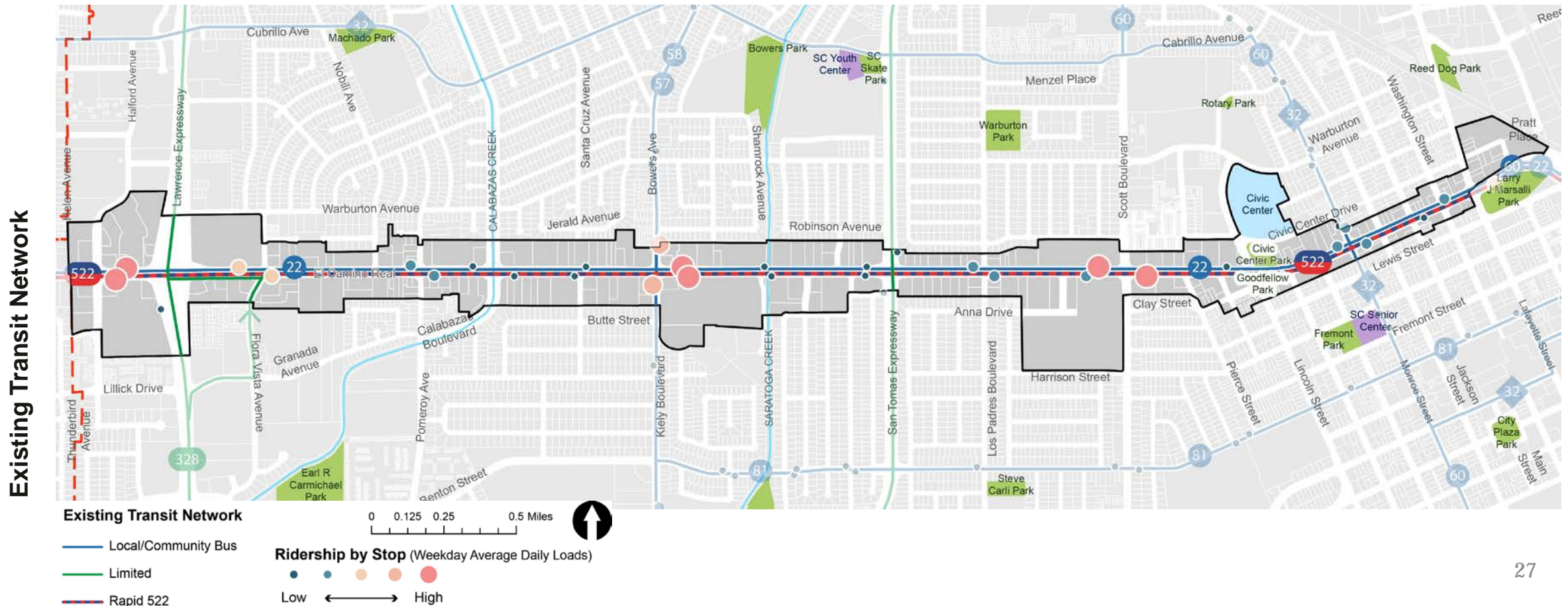
Transportation – Existing Conditions

- The percentage of people that take transit to work is 2 times higher along ECR than the City overall



Transportation – Existing Conditions

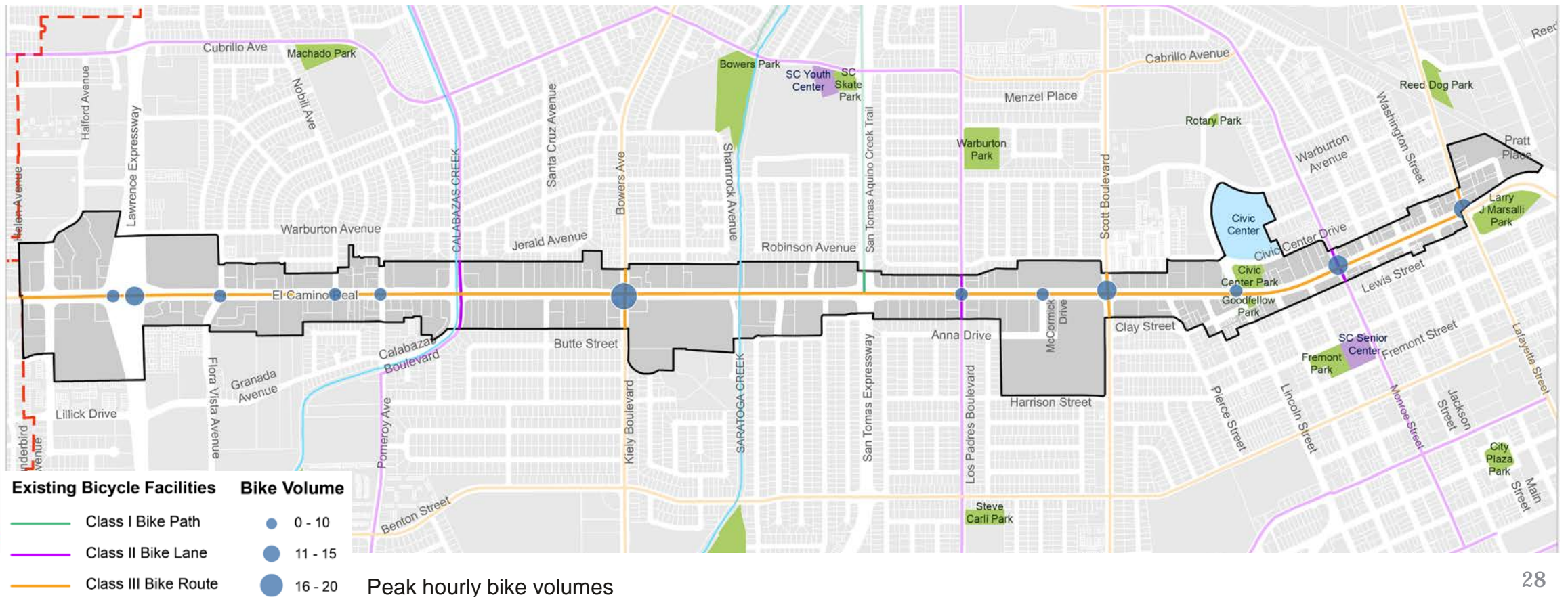
- 2 VTA lines - local 22 and rapid 522 - run along ECR, and 6 local lines cross ECR
- ECR stops with highest ridership: Lawrence Expy, Halford Ave, Kiely Blvd/Bowers Ave, Scott Blvd



Transportation – Existing Conditions

- No designated bike lanes along ECR.
- High frequency of bike collisions: the intersections at Lafayette St, Monroe St, and Scott Blvd., and the segment from San Tomas Expy to Kiely Blvd

Existing Bicycle Network



Open House: Workshop Stations



Key Questions

What is your vision for the El Camino Real?

Which areas do you like? Which areas should change?

Where do you envision street improvements, new development, open space, and other land uses?

What are the most important issues facing the corridor?

Stations

■ **Station 1: Welcome/Overview**

- Sign-in
- Project overview
- Online survey results

■ **Station 2: Visioning**

- Big ideas (*activity*)
- Top issues (*activity*)

■ **Station 3: Land Use**

- Land use – existing conditions
- Desired uses (*activity*)
- Areas of change & stability (*activity*)



■ **Station 4: Urban Form & Streetscape**

- Urban form – existing conditions
- Desired streetscape improvements (*activity*)

■ **Station 5: Transportation**

- Transportation – existing conditions
- Transportation Priorities (*activity*)

Instructions for each station

-  Review the informational boards to understand the big picture and current conditions along the corridor
-  Next, read the instructions for the activity and share your input using sticky dots and/or written comments

Stay involved!

The screenshot shows the City of Santa Clara website. The header includes the city logo, name, and tagline "The Center of What's Possible". Navigation links include HOME, RESIDENTS, BUSINESSES, VISITORS, GOVERNMENT, and I WANT TO... A search bar and "Santa Clara Online Network" dropdown are also present. The left sidebar lists various departments, with "El Camino Real" highlighted under the "General Plan and Specific Plans" section. The main content area is titled "El Camino Real Specific Plan" and features a map of the "El Camino Real Focus Area". Below the map, there is text explaining the city's vision for the corridor and a timeline of the planning process from 2017 to 2019, including three workshops and various planning stages.

City of Santa Clara
The Center of What's Possible

Connect with Santa Clara [Facebook] [Email] [Twitter] [YouTube]

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HOME RESIDENTS BUSINESSES VISITORS GOVERNMENT I WANT TO...

Community Development

- Building Division
- Housing & Community Services Division
- Planning Division
 - Permit Application Process
 - Development Activity
 - General Plan and Specific Plans
 - El Camino Real**
 - Lawrence Station
 - Tasman East
 - Climate Action Plan
 - Zoning
 - MAP Santa Clara
 - FAQs
 - How Are We Doing?
 - Architectural Review
 - Environmental Review/CEQA
 - Planning Community Meetings
 - Community Placemaking

Government > Departments > Community Development > Planning Division > General Plan and Specific Plans

El Camino Real Specific Plan

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The El Camino Real is the City's most visible and identifiable commercial corridor. The City's General Plan vision for El Camino Real is to transform the Focus Area from a series of automobile-oriented strip malls to a tree-lined, pedestrian and transit-oriented corridor with a mix of residential and retail uses.

The City has been working with chosen consultant, Raimi and Associates, to develop a comprehensive Community Involvement Strategy to engage citizen and stakeholder participation through the Specific Plan process. As part of this engagement strategy, outlined below are engagement activities that are planned for the next few months.

Timeline:

- 2017: Visioning
- 2018: Land Use & Transportation Alternatives (Workshop 1 in Jan, Feb; Workshop 2 in Apr, May)
- 2019: Policy & Plan Framework (Workshop 3 in Sep, Oct), Draft Plan, Final Plan

**Go to the website for more information
and to stay involved!**

www.santaclaraca.gov/ecr

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Pop Up Events

Pop Up Event 1:
Art and Wine Festival (September 16-17, 2017) The Community Development Department hosted a booth at the City of Santa Clara's Art and Wine Festival and received over 400 responses from those that live, work and visit Santa Clara on their visions for the future of the El Camino Real through a simple voting system. Planning staff was present to discuss desires and ambitions for the El Camino as well as give general information about the